

ROTARY COORDINATOR ZONE 28 TEAM

Helping Districts to
Help Clubs to
Help Themselves

Thank you for all for being here this weekend. Your Clubs have elected you to serve as President in a very exciting time in our Rotary history and we have the greatest confidence in you. Congratulations.

THE FLYING MCCOYS

GLENN & GARY MCCOY

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“It has nothing to do with evolution Edna, I am reinventing myself.”





EVEN Bigger, Better & BOLDER Rotary

Zone 28 Rotary Coordinator TEAM **ROLE & RESPONSIBILITIES**

- ♦ Resource to Districts and Clubs
- ♦ Consultants to Districts and Clubs
- ♦ Advisors to Districts and Clubs
- ♦ Mentors to Districts and Clubs

In an effort to build a STRONGER Rotary

Your Rotary Coordinator Team is here to serve you in your role as District and Club leaders.

1. We are not here to tell you what to do, rather, we are here to assist you, when asked.
2. Rotary cannot continue to do the same things we have always done and expect different results.
3. What are your goals for the year? How can your Rotary Coordinator team help you?

-All things ROTARY

4. We are asking you to use the RI Strategic Plan as a road-map to success.



EVEN Bigger, Better & BOLDER Rotary

Zone 28 Rotary Coordinator TEAM

- ♦ **Mary Beth Growney Selene**
 - ♦ Rotary Coordinator
- ♦ **Rich Rowland**
 - ♦ Assistant Rotary Coordinator, Districts 5970, 6000
- ♦ **Deb Severson**
 - ♦ Assistant Rotary Coordinator, District 5950, 5960

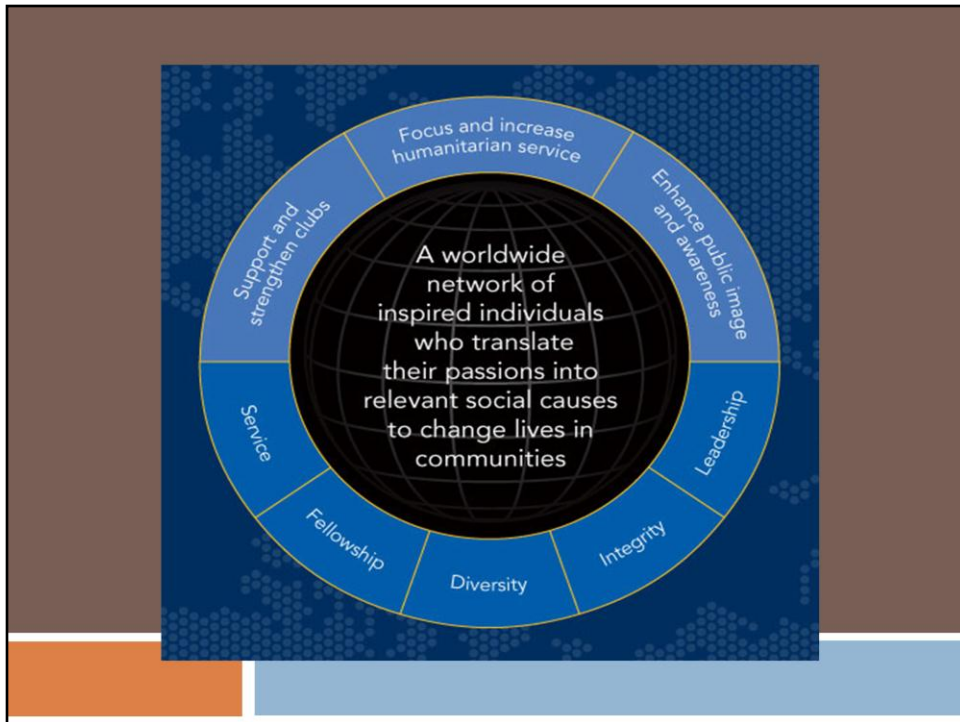
ROTARY INTERNATIONAL STRATEGIC PLAN

Helping Clubs to
Help Themselves

The Strategic Plan was updated and released to us in July of 2010. Since that time, the Board has continued to “tweak” the plan, in direct response from all of us. The actions of the board are an example to all of us that a “Strategic Plan” is indeed a living document. It is a guideline to assist all of you and your Club’s leadership in helping to build a STRONGER Rotary through even BIGGER BETTER and BOLDER Clubs.

You all have a copy of the “revised” Strategic Plan at your places. This presentation will highlight aspects of the plan with input from all of you. I hope you enjoy our journey this morning as we **REACH WITHIN TO EMBRACE HUMANITY**.

Please consider using the Strategic Plan in conjunction with the 2011-2012 Presidential Citation as you coordinate the efforts of your Club this year.



1. **CORE ESSENCE**

This is “who we are” and “what we do”. This statement was created by an “external” group...a group of graduate students at Northwestern University in Evanston, following their research studies of Rotarians and non-Rotarians alike. Would you agree that this is a fair assessment of who we are and what we do?

2. **THREE PRIORITIES**

Support and Strengthen Clubs, Focus and Increase Humanitarian Service and Enhance Public Image and Awareness are those things that each and every one of your Clubs should be doing. We all have our own way of doing things, which is the Rotary way. By highlighting our priorities it brings each into focus for us and can serve as a guideline as you plan for the 2011-2012 Rotary year.

3. **CORE VALUES**

Service • Fellowship • Diversity • Integrity • Leadership SHOULD be at the heart and soul of every Rotary Club. Are they the core values of your Club? If not, I hope that by the end of your time here at PETS, you understand just how important EACH of these values are to a strong, dynamic, effective and relevant Club.



EVEN Bigger, Better & BOLDER Rotary

Support & Strengthen Clubs

- ♦ Foster Club innovation & flexibility
- ♦ Encourage Clubs to participate in a variety of service activities
- ♦ Promote membership diversity
- ♦ Improve member recruitment & retention

SUPPORT & STRENGTHEN CLUBS PRIORITY

1. How innovative and flexible is your Club

-Are you allowing attendance credit for all Club activities and events? Are we more concerned about "engagement" or "attendance"?

-Have you ever considering holding a "social" instead of a meeting once a month?

-I would like to hear from two of you with regard to an innovate or flexible idea that has strengthened your Club

2. How "varied" are your Club's service activities

-Is your Club actively engaged in all FIVE Avenues of Service?

-Do you provide a member "survey" to allow the members to share with the leadership or do you continue to do projects because "we have always done it that way"?

-I would ask for two volunteers to share the way their Clubs encourage member participation in all their service activities.

3. Promote membership diversity

-Does your current Club membership roster truly represent your community with regard to gender, age, ethnicity, religion?

-Is your Club inclusive?

-I am looking for two volunteers to share with all of us on how they have increased the diversity of their Club to truly represent their community.

4. Improve member recruitment & retention

-Rotary's membership is just slightly above 1.2 million members. We have inducted and lost an equal number of members in the last 20 years.

-The growth that Rotary has experienced is due to the chartering of new Clubs, not necessarily growth in our existing Clubs.

-Does your Club have an ACTIVE membership committee? Does your membership committee consist of all the members of your Club?

-Do you talk about membership development at every meeting? Is membership development a priority for your Club? Why not?

-In your business, increasing your client base is a daily goal. When we get a new client, we nurture that client because we don't want to lose that client, right?

-Why not with our Club members?

-I am looking for 4 really good ideas on how we are mentoring/educating/retaining members in our Clubs.



EVEN Bigger, Better & BOLDER Rotary

Support & Strengthen Clubs Continued

- ♦ Develop leaders
- ♦ Start new & dynamic Clubs
- ♦ Encourage strategic planning at Club & District levels

5. Developing leaders at the Club level and beyond

-Why are you here today? Did you miss the meeting where the PE was elected? Is it "your turn"?

-When we recruit qualified new members, do we see their leadership qualities? Are we looking for leadership qualities?

-Do we share our Club's leadership expectations with our prospective members? Does our Club have leadership expectations of our members?

-I need two volunteers to share how their Clubs are developing leaders at the Club and District level, please.

6. Start new and dynamic Clubs

-How many of you have considered chartering a new Club in your area? Why not? Are we afraid of losing a few of our members to the "new" Club?

-So, instead of offering Rotary to more people, we selfishly hold it close to the chest, right? Many times, a prospective member can't join **our Club** because of other obligations and commitments. A new Club, at a different time/date, etc. might allow for them to join **our organization**.

-Are you all aware of the four Club Pilot programs being made available? You and your current Club President should have received information. (By the way, you should open e-mail from RI...you will most likely find it important...)

a. Satellite Clubs

b. Corporate memberships

c. Associate memberships

d. Innovative and flexible Clubs

All of these opportunities allow for greater involvement from more potential Rotarians. Deadline for application is April 1...please act quickly.

-I would like to hear from the New Generations Rotary Club of LaCrosse After Hours and the Amigos de Milwaukee Rotary Club. Why are your Clubs attractive to prospective members?

7. Encourage strategic planning at Club & District levels

-Several Districts have actually adopted the RI Strategic Plan as they move forward to assist their Clubs.

-I believe that all four Districts represented at this Upper Midwest PETS have been involved in "Club Visioning".

-Could I have a show of hands for those Clubs who have participated in the visioning process?

-I would ask two Clubs who have participated to share one success of the process.

-I would ask two Clubs who have not participated in Club Visioning to share their strategic planning process.



EVEN Bigger, Better & BOLDER Rotary

Focus & Increase Humanitarian Service

- ♦ Eradicate Polio
- ♦ Increase sustainable services focused on:
 - ♦ New Generations programs
 - ♦ The Rotary Foundation's six areas of focus
- ♦ Increase collaboration & connection with other organizations
- ♦ Create significant projects locally & internationally

FOCUS & INCREASE HUMANITARIAN SERVICE PRIORITY

1. Eradicate Polio

-We will not stop until we finish the job! This is and will remain Rotary's #1 priority until every child, in every part of the world, is free from this dreaded disease.

-Would two PE be willing to share how their Club is raising Polio Eradication awareness in their community as well as raising funds to support the \$200 Million Challenge?

2. Increase sustainable services focused on (a) New Generations programs and (b) TRF six areas of focus

-Is your Club involved with RYLA, Interact, Rotaract and RYE? If not, why not? All of these programs allow for more Rotarian involvement and integrate the "next generation" in our Clubs.

-TRF six areas of focus:

- | | | | |
|----|-------------------------------|----|----------------------------------|
| a. | Peace and conflict resolution | b. | Disease prevention and treatment |
| c. | Water and sanitation | d. | Maternal and child health |
| e. | Basic education and literacy | f. | Economic and community |

development

-Are our Clubs focused on these areas of service (which I personally believe covers nearly everything we do in Rotary)?

-I would appreciate one volunteer to share a New Generations program and one volunteer to share a project within the six areas of focus.

3. Increase collaboration & connection with other organizations

-What are we doing to provide projects with more impact? This doesn't mean writing a check to another non-profit.

-What organizations support your Club's project in vision and implementation?

-Do I have two volunteers who can share a collaborative effort?

4. Create significant projects locally and internationally

-What does the word "significant" mean to you? Is it money? Is it active involvement by your membership? Is it the difference your project makes to those whose lives are affected?

-In the words of Bill Gates, Sr., are you "thinking big"?

-Are all of your members engaged and committed to your significant projects?

-Does your community know what you are doing and who is being impacted? If not, why not?

-Do you engage your community in your activities? If not, why not?

-I would ask for two volunteers to share a local or international project that has significantly changed lives.



EVEN Bigger, Better & BOLDER Rotary

Enhance Public Image & Awareness

- ♦ Unify image & brand awareness
- ♦ Publicize action-oriented service
- ♦ Promote core values
- ♦ Emphasize Vocational Service
- ♦ Encourage Clubs to promote their networking opportunities & signature activities

You will all hear a wonderful presentation later on this weekend regarding Rotary's Public Image, so let's consider this a warm-up.

ENHANCE PUBLIC IMAGE & AWARENESS PRIORITY

1. Unify image and brand awareness

-For most Rotarians and certainly, to the outside world, there is only one word to describe us, that being "ROTARY".
-The RI Board and staff are working to create a unified brand for all of us to get our arms around. "Program" logos will likely disappear, thus, the confusion our multiple logos bring to the table will also go away (such as TRF, Rotary Friendship Exchange, RYE, Rotaract, Interact, etc.) We will most likely be identified with the Rotary wheel followed by "The Rotary Foundation", RYE, Rotaract, Interact, etc.

2. Publicize action-oriented service

- Do you have a banner that highlights your Club's signature programs...that you use at every outside activity, fundraising event, etc.
- Do you have a Club brochure that is available to guests, participants in your programs, supporters of your fundraising activities?
- I would like two PE to share their best public relations effort.

3. Promote our core values

-WE ARE our core values. We should be shouting them from the highest buildings. SERVICE • FELLOWSHIP • DIVERSITY • INTEGRITY • LEADERSHIP.
-Who would like to share how and where they promote our Core Values?

4. Emphasize Vocational Service

-Our organization was founded on "Vocational Service". Paul Harris went out of his way to reach out to those outside of the legal profession. We need to capitalize on our varied backgrounds and utilize what each of us brings to our Clubs. We need to support each other in our businesses, not because we may get a "deal", but because we know we can trust each other to be treated fairly and will the utmost professionalism.
-Our classification system sets us apart from other organizations and we need to promote all of our individual talents as a way to engage our members in our service activities.
-We need to assist the youth in our communities by sharing our vocations and our core values with them.
-The Four-Way Test of the things we think, do and say should be an integral part of our personal and professional beings.

5. Encourage Clubs to promote their networking opportunities and signature activities

- Would one PE please share how they are promoting networking opportunities in their Club?
- Would two PE please let us know how they are promoting their Club's signature activities?

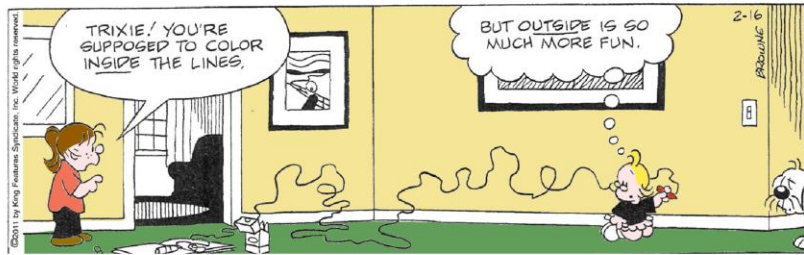
FRANK & ERNEST

BOB THAVES



HI AND LOIS

BRIAN & GREG WALKER AND CHRIS BROWNE



VIBRANT ROTARY CLUBS

LIFE
GROWTH
DEVELOPMENT
ACTIVITY

What sets you apart
in your community?

Thank you again for being here this weekend. What you share with others and take away from others will guide you in your role as Club President. You will have a great year if you look for ways to make your Rotary Club more relevant for your current members and inviting and welcoming to prospective members. The life within your Club will be evident to those you reach out to. Be a vibrant Rotary Club in all aspects of your service.

You and your Club's leadership team are the core to building a ***STRONGER Rotary through even BIGGER BETTER and BOLDER Clubs.***

Thank you for your attention and participation this morning. I believe we are well on our way to ***REACHING WITHIN TO EMBRACE HUMANITY IN 2011-2012.***